GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1044
ANSWERED ON:24.11.2000
DELAY IN PAYMENTS
NARESH KUMAR PUGLIA;NEDURUMALLI JANARDHANA REDDY;PAWAN KUMAR BANSAL;Y.S. VIVEKANANDA REDDY

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have asked the Prasar Bharati to publish a list ofcompanies who owe money to it and are still being awarded programmes;

(b) if so, the actual outstanding amount payable by each company and since when these dues remain unpaid, programme-wise;

(c) the reasons for delay in making the payments;

(d) the loss suffered by the Public Broadcaster as a result of these defaulters; and

(e) the details of the steps taken/being taken by the Government to recover the outstanding amount?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): The Government has not issued any instructions to Prasar Bharati to publish alist of defaulting Companies. Prasar Bharati on its own has made such a list for the purpose of monitoring of recovery of dues. A copy of such lists in respect of DD and AIR are given at Annexure-I and Annexure-II respectively.

(c): The reason generally given by the agencies for delay in making the payment is that they have not received the payments from their clients.

(d): Prasar Bharati expects to recover the outstanding dues. Hence no loss to Prasar Bharati can be assigned as of now.

(e): Steps taken by Prasar Bharati to recover dues include regular monitoring of dues,suspension of normal credit period, insistence on advance payment, de-accredition of defaulting companies, legal and arbitration action..

ANNXURE I
ANNEXURE AS MENTIONED IN REPLY TO PART (A) &(B) OF

DUES OF DOORDARSHAN AGAINST VARIOUS PRIVATE PRODUCERS/AGENCIES AS ON 15.11.2000

S.NO. Name of Agency OUTSTANDING Principal amount(As on 15.11.2000 RS. IN LACS)

1. AALIYA PRODUCTIONS 60

2. ABCL 1982

3. AD FACTOR ADVTG. 7

4. ADVANCE TV NETWORK 248

5. ANAND ADVERTISING 140
6. APCA 57

7 B Y PADHYA 13

8. BALAJI TELEFILMS 16

9. BAG FILMS 16
10. BIDHAN ADVERTISING 11
11. CHAITRA ADVERTISING 3
12. CINEMA VISION 18
13. CLARION ADVERTISING 17
14. CONCEPT ADVERTISING 208
15. CONTRACT ADVERTISING 10
16. COPY DESK 20
17. CORRUM COMMUNICATIONS 21
18. CRAYONS ADVERTISING 6
19. CREATIVE EYE 539
20. DAWNMOD ADVERTISING 506
21. DRISHTI INDIA 350
22. ENTERPRISE ADVERTISING 20
23. EVEREST ADVERTISING 20
24. FILM CRAFT 239
25 FIRST OPTION TELEFILMS 36
26. FUTURE COMMUNICATIONS 14
27. GLOBAL ENTERTAINER 51
28. G N COMMUNICATIONS 25
29. GURUJI ADVERTISERS 150
30. HTA 50
31. HANSA VISION 108
32. INNOVISION FILM & TV DIST. 25
33. JATIYAAR PUB. 25
34. JAYA ADVTERSING 54
35. JOSLIN COMM. 42
36. KINE SCOPE 70
37. KLI 19
38. LEHAR PUBLICITY SERVICE 24
39. MAA BOZELL 7
40. MAGNA VISION 108
41. MARKET MOVERS 329
42. MAGIC BOX 14
43. MAYA ENTERTAINMENT 140
44. MBM 222
45. MEDIA ASIA 146
46. MULTI CHANNEL 1500
47. NATIONAL SAVING ORGANISATION 2
48. MOULIS ADVERTISING 14
49. NCYP 11
50. NEERJA FILMS 40
51. NFDC 6303
52. NIMBUS COMM. 612
53. NUMERO UNO 219
54. PNC 250
55. PAS INTERNATIONAL 73
56. PEN `A` TRAIT 4
57. PLUS CHANNEL 1205
58. PROMINENT 72
59. PRIME TIME MEDIA 52
60. RADHA PUBLICITY 18
61. R K SWAMY 10
62. REASONABLE ADVERTISING 30
63. SAGAR ENTERPRISES 244
64. SAMVAAD VIDEO 31
65. SHREE MADHAV 1230
66. STRACON 48
67. TRITON COMM. 68
68. UNIVERSAL 88
69. URANUS 30
70. UTV 45
71. VIGYAPAN 12
72. W D CONSUMER 25
73. WORLD MEDIA 128
74. WORLDCOM M/M 58
75. FAME COMM. 169

ANNEXURE II

ANNEXURE II REFERREDTO IN REPLY TO PART (A) AND (B) OF LOK SABHA UNSTARRED QUESTION NO 1044 TO BE ANSWERED ON 24.11.2000

LIST OF DEFAULTING AGENCIES OF AIR AS ON SEPTEMBER 2000

S.No. Name of Agency Outstanding amount (Rs. In lacs)

Central Sales Unit:

1. M/s Musirecca Cassettes Inc. 14.03

2. DAVP 127.95

3. M/s Ranukay Advtg. Co. 32.55

4. M/s Profad Advtg. 13.72

5. M/s. Maa Commns. & Bozwell Pvt. Ltd. 15.28
6. M/s Suchandra Ad. Media. 2.71

7 M/s. Hindustan Thompson Associates ltd. 53.37

8. M/s. R.K. Swamy Advtg. Ltd. 11.01

9. M/s Radio TV Commercial 68.19
10. CBS, Chennai M/s Ad-air Advts. Coimbatore 7.33
11 M/s Mantralaya Mahan Ads., Coimbatore 8.01
12. M/s Rayer Communications, Coimbatore 13.02
13. M/s Sree Advertising Coimbatore 9.07
14. M/s. Sree Raghavandra, Coimbatore 18.93
15 M/s VRG Agencies, Chennai 13.05
16 CBS, Bhopal M/s Swastik advertising Ahmedabad 5.96
17. CBS,Jaipur
Medical, Health & Family Welfare, Jaipur,
Government Deptt. 5.29
18. CBS, Trivendrum M/s Jellitta, Kottayam 7.44
19. CBS, Calcutta DAVP 6.57
20 CBS, Hyderabad M/s Hindustan Thompson
Associates, Mumbai 5.58
21. CBS, Mumbai M/s. Hindustan Thompson Associates 25.21
22. M/s. Notre Advertising 5.69
23. M/s. Arms Communications 5.15
24. M/s. Twin Advertising 7.33
25. M/s. RTVC 10.01
26. M/s. Musirecca Cassettes. 17.90
27. Jt. Director, Health Service, Pune 20.65